inFocus

IMM Foundation Course Map

The course builds on the IMM *Introduction* to help organisations to understand and speak confidently about key IMM topics.

The course includes:

- 10 eLearning modules shown to the right including videos, articles, interactive exercises and case-studies. Each module takes an average of 30 minutes to complete, with 5 hours in total.

- 4 (optional) webinars at different points in the course. Ideally you will have completed the relevant eLearning content on the pathway to the right before joining the webinar, but it is not a requirement.

Certificates will be available for completing the course.

1

2

Webinar 1:
Who to involve and ethics

3

4

Webinar 2:
Theory of Change and Indicators

5

Who to involve in the IMM Process and how to get support

eLearning steps:

- How stakeholders could be involved in IMM
- How to motivate stakeholders to get involved in IMM
- Getting support for IMM

What does it mean to take an ethical approach to IMM and why is it important?

eLearning steps:

- Introduction to ethics
- Common ethical dilemmas in IMM
- Ethical considerations in IMM
- What steps could be taken to address ethics in IMM

What is theory of change?

eLearning steps:

- What are assumptions
- What is the theory of change methodology
- The common elements of a theory of change; the problem, stakeholders, inputs, activities, outputs, outcomes and impact
- Context and backwards mapping
- The history of theory of change
- Benefits of theory of change

What is an indicator and why are they important?

eLearning steps:

- What is an indicator in an IMM context
- What are the most common indicator types
- What is the difference between output and outcome indicators
- What is an indicator framework
- The benefits of using indicators/indicator frameworks

What methods are available for impact measurement?

eLearning steps:

- Selecting data collection methods and tools
- What are the differences between qualitative and quantitative methods
- Taking a mixed method approach
- Common data collection methods
- What are creative collection methods and why use them
- Common monetary data collection methods

Webinar 4:
Analysis, comms and learning

10

9

8

Webinar 3:
Methods, tools and sampling

7

6

Introducing impact management and learning

eLearning steps:

- What is organisational learning
- Turning learning into action
- Key learning concepts: Strategic and operational learning, balanced scorecards, and triple-loop learning
- How can balanced scorecards/dashboards be used to support performance management and what is good practice in relation to developing dashboards

Communicating your impact

eLearning steps:

- Why is it important to communicate impact to external stakeholders
- The importance of telling a story (with evidence behind it)
- Different options for communicating impact and the advantages and disadvantages of each

Qualitative and quantitative analysis

eLearning steps:

- The importance of data analysis
- Inductive and thematic analysis
- Quantitative analysis steps
- Qualitative analysis steps
- What needs to be considered to conduct data analysis effectively

Developing and deploying tools

eLearning steps:

- What to consider before developing question-based tools
- How can questionnaire design introduce bias?
- How to develop question-based tools - overview
- What are the advantages and limitations of validated tools
- How to deploy data collection tools – overview

Introduction to sampling

eLearning steps:

- What is a sample?
- What is a sampling frame?
- The importance of a representative sample and sampling types
- Getting the right sample size